

Australian Outlet Retailing Stands Strong



While the wider retail industry moves slowly, outlet retailing in Australia continues to grow, attracting more and more investors in the industry.

The growth is emanating from the public's demand for big brands at affordable prices. Consumers are watching their pennies in regular shopping malls, but are increasingly turning to outlet shopping centres to purchase.

"Factory outlet centres offer something to aspirational shoppers and bargain hunters - consumers who want to purchase premium brands at a discount price," explained Michael Baker of UrbisJHD, Australia's premier independent advisory firm focusing on the built, economic and social environments.

The Nunawading store attracts 825,000 shoppers per year and totals an income of \$40 million.

Stores involved include Calvin Klein Jeans, Saba, Fila, Levis, Gloweave, Harris Farm Fresh Food.

Footnote:

Are we seeing a trend that will include large format fresh foods such as Harris Farm Fresh in NSW or is ALDI going to take this ground with their slick new format stores and competitive store branded merchandise appealing to the shoppers of these centres?

John Markham



Coffee While You Shop

Well known New Zealand retailers Heather and Neville Brown from Fresh Choice Barringtons, Christchurch visited the Master Grocers last month to promote their "Write The Vision" store management software package and visit with a number of our member stores.

One of their great innovations is the opening of a Gloria Jean's coffee stop right at the entrance to their supermarket, and with coffee cup holders on their shopping trolleys, the Barringtons store is revolutionising the shopping experience with customers sipping a brew as they walk the aisles.

It is this sort of innovation along with their brilliant management system has seen their very large format supermarket reach consistent \$600,000 plus per week sales. Not bad when you consider the local retail gurus estimated it at only \$400,000 pw. Neville will be back in town later this month to install his system for a number of local retailers.

Contact him on the web: www.writethevision.com.au

Reduce Heart Disease Risk By up to 40 per cent

A NEW international research review has found that people who eat wholegrain foods regularly can have a 20 to 40 per cent lower risk of heart disease and stroke compared with those who rarely eat wholegrain foods.

Heart disease is now the leading cause of death in Australia, claiming one life every ten minutes.

Dr Clifton, CSIRO Division of Health Sciences and Nutrition said most Australians would be surprised to know there is protection against Australia's biggest killer available right at their fingertips, just by altering their diet.

"For example, we see a 10 to 15 per cent reduction in heart disease risk with increased fruit and vegetable intake, and about the same risk reduction with use of the cholesterol-lowering sterol margarine spreads.

"However, the benefit of up to 40 per cent reduction in risk from increasing wholegrain intake to around four servings a day is comparable to the effect we get from the powerful 'statin' drugs doctors now prescribe to lower blood cholesterol levels," Dr Clifton said.

The Australian Guide to Healthy Eating (1998) recommends that a healthy diet for adults should include at least four serves of grain-based foods every day, and at least half of these serves should be wholegrain foods. When looking at packaged foods, choose products that list 'wholegrain' as one of the first two components in the 'ingredients' list.

'One serve' is the equivalent of: 2 slices of bread, 1 cup cooked porridge, 1 cup cooked rice/pasta/noodles, 1 and 1/3 cups flaked breakfast cereal.

Footnote:

Here is a great opportunity to highlight the healthy wholegrain foods that abound on your supermarket shelves.